



THERE'S NOWHERE MORE PASSION

**We think bigger.
We have a passion for writing.
We turn facts into feelings.
We are big images.
We are news.
We are always everywhere.**

Thanks to its high topicality, dedication and unequalled proximity to the reader, BILD succeeds in daily spotlighting news, background information and entertainment from all areas of politics and society BILD makes emotions out of facts, thereby moving 7.35 million people day by day¹.

RATES AND FORMATS DEUTSCHLAND-GESAMT

	Rate 2023	Economy-Rate**
mm rate*	186,30 €	
1000er Format	173,500.00 €	99,000.00 €
1/2 page	376,000.00€	195,000.00 €
1/1 page	600,000.00 €	295,000.00 €

All rates in Euro plus VAT.
The booking unit consists of the BILD and B.Z. titles. B.Z. can also be booked individually.
* Minimum size: 20 mm; A minimum format of 1,400 total mm applies to ads of 5 or more columns.
** The customer can book in a certain calendar week and BILD establishes the exact publication day between Monday and Saturday of the chosen week.

BASIC DATA

- Publication: Every day; except Sundays and holidays
- Copy price: 0.90 – 1.20 €
- Reach: 7.35 Mio. readers (ma 2022/II)
- Net paid circulation: 1,099,464 copies (IWW Q4/2022)
- Outlets: 91,400

TARGETGROUP²

		BILD	BASIS
Gender	Men	66	49
	Women	34	51
Age	14-19 years	3	7
	20-29 years	10	13
	30-39 years	15	15
	40-49 years	17	14
	50-59 years	20	19
	60-69 years	16	15
Household-net-income	70 years +	19	18
	under 1,250 €	11	9
	1,250 – 1,750€	12	10
	1,750 – 2,250 €	13	12
	2,250 and more	58	63

¹ma 2022 Pressemedien II
²composition in % according to ma 2022 Pressemedien II, Population 14 years and older: 70.60 Mio.